

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
DEPARTMENT OF INTERIOR ARCHITECTURE**

OCTOBER 2011

It is recommended that this project report prepared

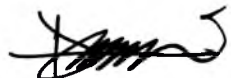
by

NUR FATIAH BT ABD WAHAB

titled

**PROPOSED INTERIOR DESIGN SCHEME OF KARANGKRAF BOOKSTORE AND CAFE
FOR KUMPULAN KARANGKRAF SDN.BHD AT T20 3RD FLOOR 150 IPOH PARADE, JALAN SULTAN ABDUL JALIL
30450 IPOH PERAK DARUL RIDZUAN**

accepted in partially fulfillment of the requirements for a Diploma in Interior Design

Report Supervisor :  22/09/2011 Mrs. Suziyanty bt Matori
Course Coordinator : Mr. Abdul Hamid Mohamed

ABSTRACT

The project that had been chosen for this final project is to Proposed Interior Design Of Bookstore and Cafe for Karangkraf at Jalan Sultan Abdul Jalil, Ipoh Parade 30450 Ipoh Perak Darul Ridzuan. The focus of this project is to solve the issues and to accomplish all the objectives of this project. The issues of the project is because of awareness, to increase the percentage of reading population in Malaysia, especially to the youth generation that less interested in reading. And one of the objective in this project is to create a new space for a new experience for Karangkraf reader, where they can enjoy reading a book and also can find the old products in this bookstore.

The purpose for this project is to open a new bookstore and cafe for Karangkraf for the first time and to exposed their product to the customer about Karangkraf in the future especially to all youth generations to learn more about Bahasa Malaysia. This project also relate with Karangkraf focus which is will always be the younger generation, especially in the magazine and novel section. It is better to target an emerging market because most of the popular section is in youth segment.

ABSTRACT	i
ACKNOWLEDGEMENT	ii
CONTENTS PAGE	vi
LIST OF FIGURES	viii
Figure 6.13: Cement floor	ix
LIST OF PHOTO	x
LIST OF TABLES	xi
LIST OF ABBREVIATIONS	xii
CHAPTER 1.0 INTRODUCTION	1
1.1 INTRODUCTION	1
1.2 PROJECT'S ISSUE	3
1.2.1 General issue	3
1.2.2 Design issue	4
1.3 PROJECT'S AIM	5
1.5 PROJECT'S METHODOLOGY	7
1.6 PROJECT'S SCOPE	9
1.6.1 What is the project	9
1.6.2 Target market	9
1.6.3 Types of site	9
1.6.4 Use of the building	10
1.7 PROJECT'S LIMITATION	10
1.7.1 Building Drawings	10
1.8 PROJECT'S SIGNIFICANCE	10
CHAPTER 2.0 CLIENT	11
2.1 CLIENT'S BACKGROUND	11
2.2 COMPANY BACKGROUND	12
2.3 ORGANIZATION CHART	13
2.4 VISION AND MISSION	14
2.4.1 Vision	14

2.4.2	Mission.....	14
2.5	CORPORATE IMAGE	15
2.5.1	Inventory list.....	16
2.5.2	GRUP MAJALAH KARANGKRAF	17
2.5.3	GRUP BUKU KARANGKRAF	20
	CHAPTER 3.0 RESEARCH AND ANALYSIS.....	22
3.1	SITE ANALYSIS.....	22
3.1.1	Site Brief	22
3.1.2	Key Plan	23
3.1.3	Location Plan.....	24
3.1.4	Site Plan	25
3.1.5	Accessibility	26
3.1.6	Transportation.....	27
3.1.7	Site Surrounding.....	28
3.1.8	Site Condition (S.W.O.T ANALYSIS).....	29
3.2	BUILDING ANALYSIS.....	30
3.2.1	Building Background.....	30
3.2.2	Site Photo	31
3.2.3	Existing building plan.....	33
3.2.4	Building Structure	37
3.2.5	Building Finishes.....	39
3	41
3.3	CONCLUSION	43
	CHAPTER 4.0 CASE STUDY.....	44
4.1	INTRODUCTION	44
4.2	CASE STUDY 1	45
4.3	CASE STUDY 2	48
4.4	CASE STUDY 3	50
4.5	CASE STUDY 4	53
4.5	COMPARISON ON THE SPACE AREA	56

CHAPTER 1.0 INTRODUCTION

1.1 INTRODUCTION

This report is the result of study and data collection to assist in the design of the proposed project at the end of bookstore and cafe. In this project students are required to prepare a design strategy or scheme based on the research issues, such as the students should know about how to design a space with specific requirements. For an example for designing a bookstore should considering much things, a bookstore owners and managers have spent much time and money experimenting how to entice customers into their stores and help select and buy books, so the interior design of the store should interesting, unique and fresh look. As well as in design the cafe, all this things has to consider in a design.

This project is to attract many people to come in this bookstore and cafe in addition to create a practical and a new concepts to customers by providing a quality service. The selection of this project is to highlight the new design for the bookstore and cafe for karangkraf and to find a way about how to compete with other established company.

In this bookstore and cafe project the students have to do many research about the rules and regulations to open the bookstore cafe, such as how to encouraging interaction between the bookstore and the cafe, and to solve the problems whether to allow customers to take unpurchase books into the cafe or food into the bookstore, because of the policy set by a store depends largely on the design and how closely the two operations are intergrated.